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By: / Maria A. Mammia /

**AMENDMENT UNDER 37 C.F.R. §1.116  
EXPEDITED PROCEDURE –  
EXAMINING GROUP 3622**

PATENT

Attorney Docket No.: 026014-002300US

Client Ref. No.: REG00559 2003 PT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR  
GENERATING AND PLACING  
KEYWORD-TARGETED  
ADVERTISEMENTS

Customer No.: 20350

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Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

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EXPEDITED PROCEDURE  
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Commissioner:

In response to the Final Office Action mailed December 11, 2009, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.